

Phone Banking Script

Keep it Short and Sweet!

Voicemail >>> Hello, my name is [*your name*]. I'm a volunteer for [*candidate name*] the [*party*] candidate for [*position*]. We're calling to remind everyone the [*state / county / city*] elections are coming up on [*election date*], just a few [*weeks / days*] away. We need your help to keep [*state / county / city*] moving forward. Please help us get the word out and tell everyone you know about the election this November. If you have any questions or would like to volunteer for [*candidate name*] please call us at [- -]. Thank you and have a great evening.

Hello? >>> Hello [*voter name*]? My name is [*your name*]. I'm a volunteer for [*candidate name*] the [*party*] candidate for [*position*]. We're calling to remind everyone the [*state / county / city*] elections are coming up on [*election date*], just a few [*weeks / days*] away. Can [*candidate name*] count on your support this November?

Skip to one of the following based on the response.

Positive >>> That's Great! Can you volunteer some time in the next few weeks to help us win this November? [*If Yes:*] Excellent! [*record what where and when*]. [*If Yes or No:*] Please help us get the word out and tell everyone you know about the election this November. Thank you and have a great evening.

Undecided >>> What issue is most important to you? [*record issue*] Can we mail you some information on [*candidate name*] position on that issue. Can I answer any other questions for you? Thank you and have a great evening.

Negative >>> Thank you and have a great evening.

Remember:

- Keep it Short and Sweet! (KISS Principle).
- You just interrupted their TV watching coma.
- Don't overwhelm them with too much information.
- Keep it casual and conversational, use plain language, and speak clearly.
- Don't waste time talking with someone who already agrees with you.
- Record the information and move on to the next voter.